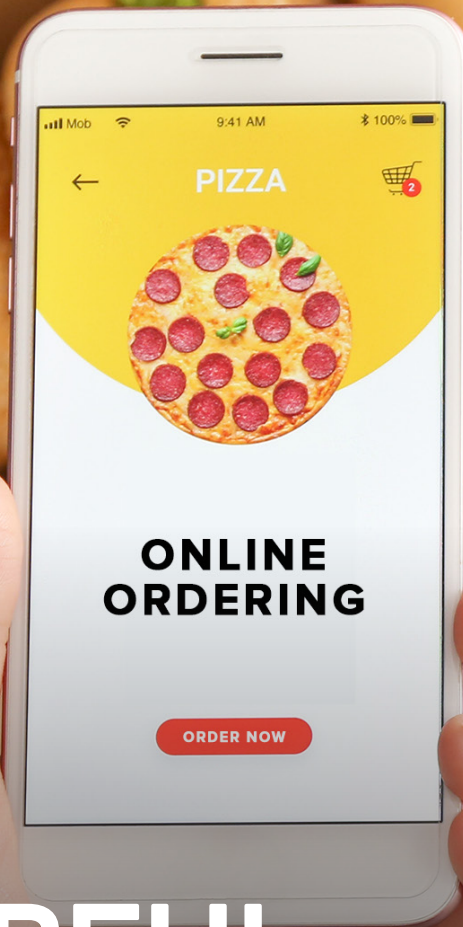




QikServe



# A POWERFUL SOLUTION FOR A CHANGING WORLD

QikServe's Preoday platform provides businesses with online and mobile Order Ahead technology so they can **sell more and connect with guests**



# All you need in a digital ordering service

## Online and mobile ordering apps

- ✓ Branded and customisable
- ✓ Collection and delivery options

## Management Dashboard

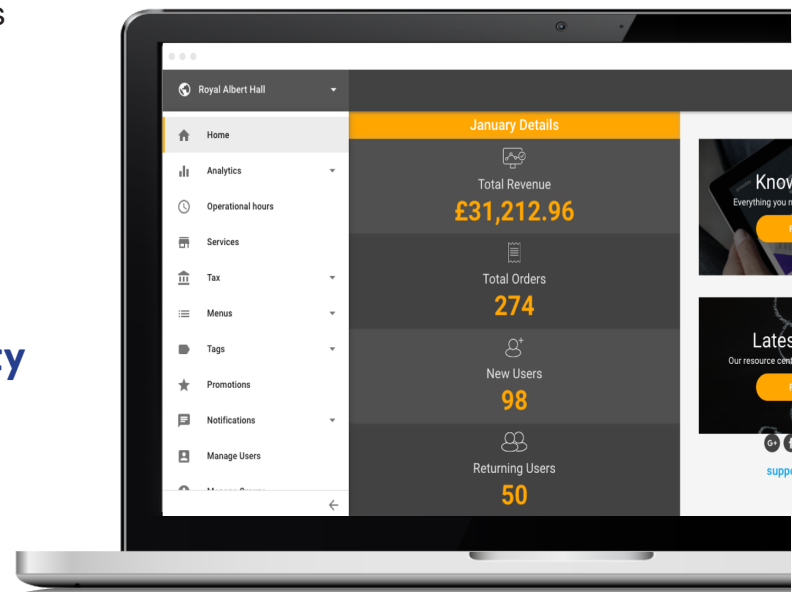
- ✓ Complete real-time control
- ✓ Set service parameters

## Ordering analytics and loyalty

- ✓ Personalised guest rewards
- ✓ In-depth data analysis

## Dedicated support

- ✓ Account manager support
- ✓ Marketing assistance





# A powerful solution for a changing world

The food, retail and hospitality industry has been permanently changed by the COVID-19 pandemic.

QikServe is a partner brands can trust as they deliver the digital transformation required to meet new social distancing, health and safety standards



**Pre-order** to minimise time spent on-site at venue



**Cashless** – pay ahead of time



**Collection and delivery** options include:

- Order Ahead for collection
- To-Seat
- To-Table
- Curbside Collection
- Delivery (third-party integration)



**Complete control** over delivery and/or collection slots including order number capping





# How this could work for you:



**Order Ahead** for takeaways and cafes: Offer guests the option of booking a timed collection slot for collection.



**Order to Seat** for theatres and stadiums: Give guests the option to have their refreshments delivered to their seats within the venue.



**Order to Table** for pubs and restaurants: Let guests order, pay for and receive their food, all without leaving their tables or contacting a server.



**Curbside Collection** for takeaways, retail and cafes: Offer guests the option of booking a timed collection slot for collection, social distancing, health and safety standards.



**Delivery** for food operators whose guests want meals delivered to their door.



# A wealth of options

The Preoday product offers businesses a wide range of options, meaning brands can build a service suited to their business and own guest needs.

## Online ordering

- Integrated web-based platform
- Sits within a brand's existing website
- Fully responsive design
- Works in sync with connected mobile app
- Cross-browser support

## Promotions and loyalty

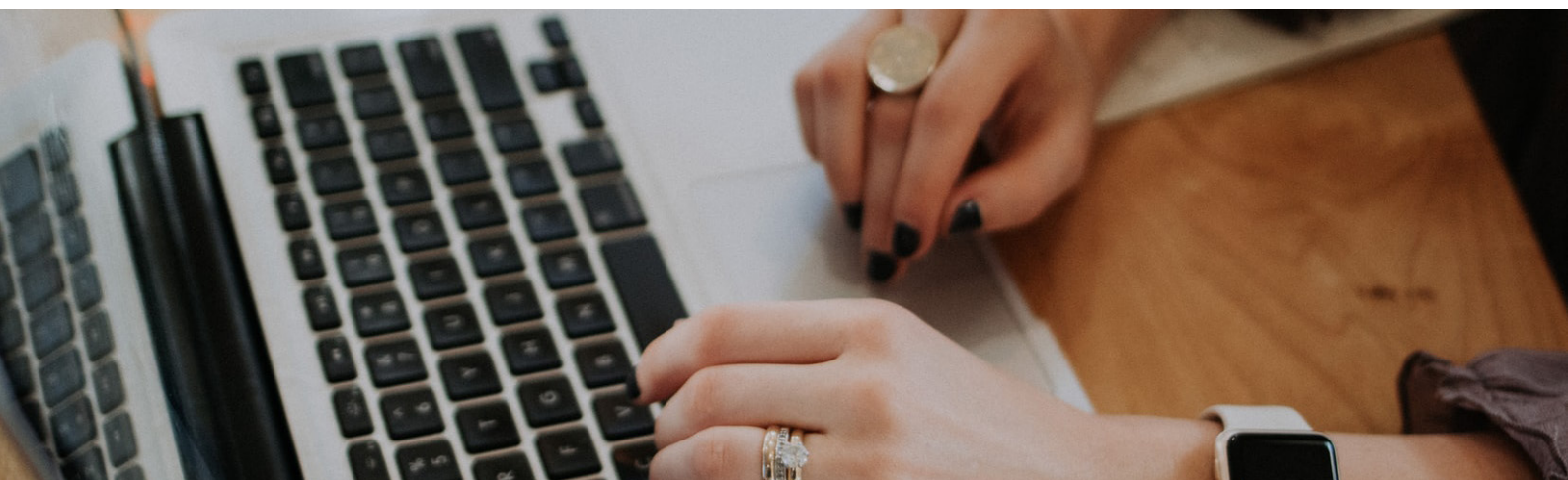
- Integrates with third party loyalty apps
- Several promotion and discount options
- Alert guests to the latest offers with push notifications

## Mobile ordering platform

- Fully customisable, including logos, product images and splash page
- Mobile payment options
- Android and iOS compatible
- Push notifications
- Standalone app or integrated

## Analytics dashboard

- Track metrics and sales data across sites
- Guest data, order history and spending habits
- Customisable reports
- Stock management
- Filter and export data





# A wealth of options

## Integrations

An open API enables easy integration to multiple partners

- EPoS
- Delivery co-ordination
- Loyalty
- CRM
- Allergen management
- Payment processors
- Printer integration

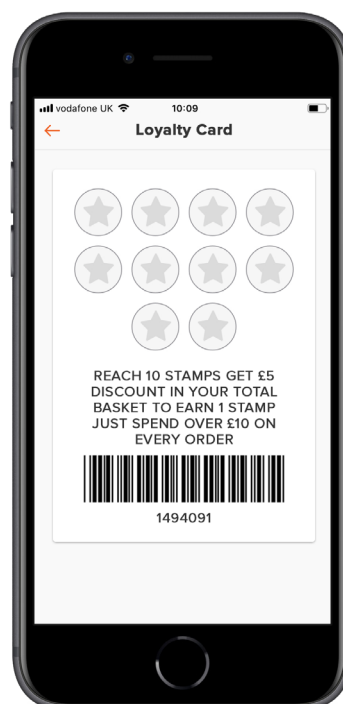


## Management dashboard

- Cloud-based, anytime, anywhere platform
- Throttle and order time slot control
- Customise the look and style of the interface
- Change settings, including menu, in real-time
- Manage multiple sites at once from the Global Dashboard

## Add extras

- Integrated web-based platform
- Facebook and Google Analytics integration
- To-seat delivery
- In-built loyalty card
- Hotline response
- SMS messaging







## **QikServe's Preoday platform provides complete, unimpeded access to **guest analytics**, because your guests are yours, no-one else's**

The goal of data for is to understand the “what” and “why” behind sales patterns and guest behaviour, as well as being able to make predictions based on insights. The data gathered can be applied to:



### **Marketing**

Discover what dishes sell best and when; plan marketing campaigns that play to buying trends.



### **Loyalty**

Use individual and grouped guest data to create personalised promotions and discounts based on their ordering behaviours.



### **Stock management and forecasting**

Track spending trends and apply data to enhance stock forecasting.



### **Menu refinement**

Boost items that are top sellers and gross the highest revenue, remove the weakest and spot patterns that suggest items that could be added.



### **Operations management**

Recognise peaks and flows in order times, adapt staff numbers to suit; adjust preparation times and collection slots in real-time to optimise operations accordingly.



# Benefits beyond the expected

## Enhanced guest experience

Digital ordering allows guests to place orders and pay at their leisure. By removing queues and friction from the in-store ordering process, operators improve the guests' experience, and a happy guest is a loyal guest.

## Greater efficiency

In-store service speeds improve when staff time isn't absorbed by telephone or face-to-face orders, and nothing helps planning ahead like knowing what's coming up. Taking pre-orders allows a business to streamline operations, adjusting collection slots and preparation times, and cope better with real-time orders as they arise.

## Stock management and forecasting

Data is the key to forging closer guest relationships. QikServe's Preoday platform gathers guest spending data, providing a measure of how they think, feel and behave so businesses can plan great marketing and loyalty programmes.

## Fresh revenue streams

Offering a digital service carries a greater appeal for new and existing consumers (especially millennials) without relying on foot traffic for them to discover and interact with the business.

## Bigger basket sizes

Guests spend more through a digital ordering service than in person because they have more time to make a decision, the whole menu is in front of them and it's easy to explore. Tools like modifiers encourage them to place additional products in their digital basket.

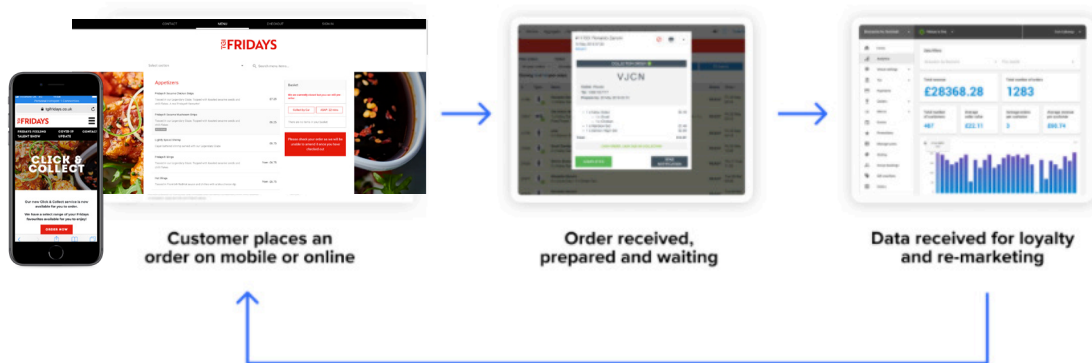




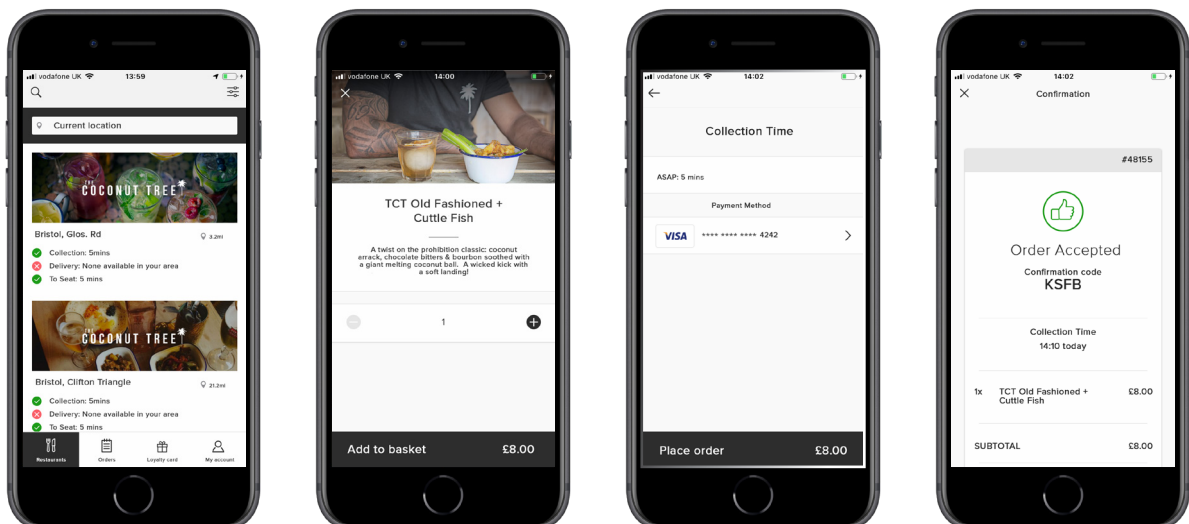


# A seamless ordering process

Our digital ordering technology is relied upon by leading hospitality, food, retail and entertainment businesses across world.



A typical mobile ordering flow:





# Encouraging guests to spend often and more

There's an element of science behind the art of 'making people spend more.' QikServe's Preoday platform has it covered for you.

## Push notifications

Adhering to security standards, within the platform's Global Dashboard send out broadcast push notifications to all – or select – guests. A perfect way of sending reminders to guests or to make them aware of new offers.

## Promotions

The Preoday solution allows you to set up individual and group promotion codes based on a monetary value or percentage of total order. They can be set to expire on a given date, or after one use – whatever suits you best.

## Modifiers

With the Preoday platform, you can offer guests different sizes of the same items by creating modifiers. A simple but effective way to upsell product!

## Scheduled menus

Create a sense of guest urgency, or appeal to a select portion of your guest base with scheduled menus. Let clients display menus or sections for specific times such as breakfast menus or cuisine-specific menus. additional products in their digital basket.



# Customers that span the globe

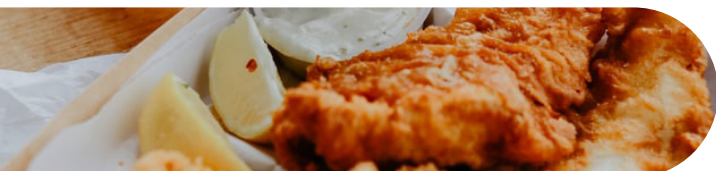
With customers representing multiple market segments, from sport stadiums, pubs and concert venues to global restaurant chains, hospitals and hotels, QikServe is ideally placed to serve businesses, from startup to enterprise.







# The numbers don't lie



## Restaurant & Takeaway

### Increasing basket sizes

With each quarter, order numbers and sales taken through the platform have increased. In December 2019, the service saw a **71%** hike in revenue compared to the previous year, while order numbers grew by **45%** – evidencing growing basket sizes.



## Corporate café

### Users that return repeatedly

After nearly **20,000** transactions, **81%** of users have placed more than one order through the client's app. On average, each person using the platform had placed an average of **32** orders in that time.



## International sports stadium

### Data insights that matter

The award-winning app has been downloaded **11,000** times. Through the platform, the average order value is **50%** higher than in-person orders. The caterers have benefited from improved persona insights which feed into marketing strategy: **45%** of orders placed up to 3 hours before the kick-off; **42%** are made during the match.



## Event venue

### A proven alternative

This world-famous theatre and concert venue observed an average order value increase of almost **60%** compared to its previous online ordering service. A third of guests using the service have signed-up through their phones, highlighting the need for a mobile-responsive solution – and up to **60%** of the audience use for a show.

# About QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

In January 2020, QikServe acquired Preoday, the branded mobile application and online ordering technology provider.

[www.qikserve.com](http://www.qikserve.com)

